MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

LFC 1017 FUNDAMENTALS OF STRATEGIC COMMUNICATION

(All sections)

29 May 2019
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **TWO** sections only.
2. Answer all questions.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL** questions.

1. Briefly explain strategic communication. (4 marks)

2. a) Define stakeholder theory. (2 marks)

   b) What are the roles of stakeholders? (2 marks)

   c) List four (4) types of stakeholders. Support your answer with relevant examples for each stakeholder. (6 marks)

3. a) Briefly explain crisis communication and crisis management. (4 marks)

   b) Identify three (3) elements of crises and three (3) types of crises. (6 marks)

4. a) List four (4) types of Corporate Social Responsibilities programs which are commonly used by any organisations. (6 marks)

SECTION B: CASE STUDY [20 MARKS]

Instructions: Read the information below and answer the questions that follow.

Loob Holdings Sdn Bhd, which owned Chatime bubble tea staple, has rebranded its 161 outlets to Tealive and remained on track for its expansion plan for the next two years.

Loob Holdings chief executive officer, Bryan Loo, said with the exercise costing less than RM10mil, all its 161 outlets would be officially transformed to Tealive from tomorrow. They plan to increase the number of their outlets from 165 to 250 in Malaysia by 2018 as well as their customer base from 2.5 million a month to five million.

On the global front, he said, Loob would tap the Vietnamese market in the third quarter of this year and other Asian countries in a couple of years. He added, Tealive planned to expand its operations into more petrol stations nationwide, as well as light rail transit and mass rapid transit stations.He said the company was unfazed by the dispute between La Jaffa International Co Ltd and Loob and was confident of winning back its customers.

The agreement between La Jaffa and Loob, which was to last until

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2041, was terminated because of the Taiwanese firm's disagreement on the business direction of Chatime in Malaysia.
(Adapted, edited and retrieved from https://www.therakyatpost.com/2017/02/17/chatime-rebrands-itself-as-tealive/)

1. a) Based on the article above, Loob Holdings Sdn Bhd, which owned Chatime bubble tea staple, has rebranded its 161 outlets. Briefly explain the term rebranding (2 marks)

   b) Positioned as a new and innovative bubble tea brand, Tealive is currently in the prime spot to become the next Malaysian tea empire. Identify and explain four (4) reasons suitable for the corporate branding of new Tealive. (10 marks)

2. a) Illustrate the strategic brand management process that is applicable for Tealive. (4 marks)

   b) Identify four (4) brand strategies that are appropriate for Tealive. (4 marks)

End of paper